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| Tiivistelmä-Referat-Abstract This study defines the reputation's attributes and dimensions in Latin American companies, particularly in Venezuela. Later, this study analyzes briefly these values with other countries such as Finland, Latvia and Sweden based on the studies of Pohjoisranta Oy. In addition, the research intended to answer the question, does culture matters whether we talk about reputation dimensions and attributes. The theoretical background was divided into four sections. The first section defines reputation, its attributes and dimensions. The second section describes previous studies and processes to measure reputation. The third section describes the situation and particular characteristics of Latin America and Venezuela and describes how is understood the reputation in the region. The last section analyzes the principal values found in the studied countries and related those with the Hofstede's cultural differences indexes. My practical research was based on previous studies of Pohjoisranta Oy and emphasis in the opinions of different specialists and professionals in Venezuela. The research was divided into two parts. For the first part, I used qualitative and quantitative methods. The sample was selected intentionally. I contacted a panel of Venezuelan specialists to adapt the questionnaire to Venezuelan context. For the second part, the research method used was quantitative. I contacted Venezuelan professionals who evaluated the values of reputation (attributes). In order to study the relation between the values it was used factor analysis. In the initial factor analysis was applied the extraction Method principal axis factoring. For the final factor analysis, the factor extraction method was maximum likelihood. A good reputation in Venezuela is based on six categories: Corporate Culture and Leadership, Community Responsibility, Financial Excellence, Public Image, Operational Dynamics. Later, I made a briefly comparison between Venezuela and the others countries based Hofstede's indexes. There are many similar values between the countries especially between Finland, Sweden and Venezuela. Latvia shows more differences. But the results do not show clear relations between cultural differences and reputation attributes and dimensions. These results leave plenty a room for discussion and future investigations and it invites to combine different methods to analyze corporate reputation in different perspectives in the future. | | |
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